

THE BILLBOARD

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THEORY AND PRACTICE.

By JAM. W. HOOK.

I have had a great many complaints from my clients during the past few weeks on account of their paper being crowded out of the bill boards by Buffalo Bill and various circuses. Some of their crying has been reported that in the majority of those towns there are more vacant lots than billboards, and that from a superficial observation there should be very little difficulty in the bill poster in securing a great deal additional space on which to build more boards.

I was talking some this subject the other day with Mr. Louis H. Ramsey, of Lexington, Ky., Vice President of the Bill Poster's Association, when he advanced an argument against an excessive number of billboards. He says that a town will stand only a certain amount of bill posting, and that a circus usually comes only once a year. And he thinks that if more boards are built the majority of them will be idle for the other eleven months. Not only will they be idle, producing no revenue, Mr. Ramsey says, but they will look ragged and shabby and low-browed, and he says to give the advertiser a bad opinion of the town—a shabby lot of billboards is seen to do.

Mr. Ramsey's remarks are the result of knowledge gained by long years in the bill posting business, while my remarks are largely theoretical; I am, consequently, however, that there are very few bill posters who do all the business they could do. There is nothing that will make a man get up and hustle around for business but the knowledge that he has a lot of good space going to waste.

The average bill poster usually takes what comes along, and makes little effort to get more business. He does not touch bill posters on another themselves in this ever-growing city, there will be only a certain amount of work done for him.

But a large and rapidly growing majority of the bill posters to-day are hunting for new business, not only among the national advertisers, but also among the home merchants. The day of the stock poster is here, and the various show printing houses are strongly competing for this trade.

As a result the bill poster now has not only the usual amount of national advertising, but as much local work as well, and the local work usually pays as well as the national, if not a great deal better.

But aside from the sale of circuses, I am constantly having my estimates for various shows sent down by the advertiser and his traveling men, who have their inspectors of the towns. Know that the bill poster has not enough boards to accommodate all the paper he has arranged for sending.

I met an order about a month ago in a city of some 50,000 population, the leading city of a leading state; the order was for 30 3-shots, 10 2-shots and 20 1-shots, to run seven months. I returned a reply that the bill poster could stand the 30 3-shots, but that the 10 2-shots and 20 1-shots would not be ordered for all his stand space until next April, and therefore he would be sitting with those stands. Now, I can readily understand why a bill poster should be loth to hold a lot of new boards to accommodate an order of a single month, but this order would surely compensate for all the expense of the initial plan.

After a little further correspondence with these people I arranged for their

Display Advertising in Johannesburg, South Africa.

By LEVIN GARDNER.

Johannesburg has a population of 200,000 people. Some of this number are the owners of the nearly 30,000 acres of poor gold which is situated from the village to and around Johannesburg weekly. Who men of England and America have taken advantage of the opportunity to advertise there and are succeeding in getting some of their 30,000 per month taken out of the earth.

The cut on page 2 is of a building overlooking the site of the new Post Office, which is located in the center of the

apartments of the town. Street car advertising is taken up by just a few of the leading merchants. Some have the side of a car at the top, the sign usually giving the firm's name in large letters and the business. Over the front roof of each car is an advertising sign also. From the low benches at both ends of the cars are posted over with advertisements.

The three stations in Johannesburg ad-vertise in the same manner as do American city buses. Posters are up all over the city and on every available billboard. There is a leading English newspaper that circulates every household in the city, and most of the more prominent places is devoted to music advertising. Lithographers are very high priced in Johannesburg. Circuses generally import their own lithographs, but if they do not they want to pay the high price they can have excellent service in that line at one of the leading newspaper offices.

It is surprising to see the wealth of very successful firms that poster advertising on the boards in newspaper advertising. There is a very prominent article is introduced in Africa, the agent of some always require after hearing space first. Type setting, letter, combined with, done, and in fact everything sold in Johannesburg is advertised on the boards in both posters and illustrated signs. Around the new Post Office is a building 12 feet high and contains beautifully painted signs, many carefully illustrated.

The Dutch Government uses the railway system in the Transvaal, and they have sold the privilege of advertising in outdoor ads along the line to a firm in Pretoria. The Government has also sold the privilege of advertising in the small spaces in the railway carriages. These spaces, however, are not used to my considerable extent. A few firms having locations in the leading cities of South Africa use this space within the cars.

A firm of Johannesburg has the most prominent outside advertisement that I ever saw. Directly in front of the railway station they have a 3 feet wide by 7 feet long sign set placed on public eye-level. The advertisement painted thereon can be seen by all leaving or entering the city. Another firm has a clock at the entrance of the station. The advertisement painted on the clock is larger than the clock. The advertising around the station is certainly American like. All the recent ground in Johannesburg, and large space is bought by each city firm for the display of their business advertisement.

Columbus, Ohio.

The New England Newspaper Bureau have issued a new little booklet, advertising their service and conditions.

Poster vehicles are still the rage at Lexington, Ky.



JOHN ROBINSON, JR.

connection with a live up-to-date bill poster, who had money and means to put it with them, and in a few days now there will probably be a good service there for all the paper that may be sent them at any time. End to make them up I was compelled to threaten them with an opposition plan.

The last is, 6-7 few bill posters are getting out of their business all there is in, or even a fair proportion of the possibilities.

city, and will be completed in about two years. In the left hand corner appears Mr. Martin, who bought the advertising space on the building and stands to the pointing of the sign on the wall. The advertisers on the walls are among the leading firms of Johannesburg. It was an expense to me to see ads both inside and outside on the street cars. The street cars in Johannesburg, however, are very crude and are nearly kept, so I do not see them are keeping with the general

BILL POSTERS' WAR OVER.

Regulations which have been quietly pending for several days past between the old established firm of Ficks Bros. and John G. Brown, being known under the title of the Ames Bill Posting Company, were concluded and the Ficks Bros. purchased all of the Milwaukee, other business and other property of the Ames Company. The office of the Ames Bill Posting Company, at Waite street, will be closed for good, and Ficks Bros. will retain their old quarters at 43 Waite street, where they have been located for many years.

A Bill Posters' War in Indianapolis.

Passers-by have noticed that white paper has been pasted over Billboards on the big billboard at Fort Wayne street and Alabama street. "It's the result of a bill posters' war," said Alexander Hahn, manager of the Indianapolis Bill Posting Company. "The white paper was pasted there by the Empire Bill Posting Company in support of their assertion that they owned the board."

Mr. Hahn says he has witnesses who will substantiate his claim, and that the opposite verily surrendered its claim.

Hedges & Dewey, managers of the New York Bill Posting Company, say they are not any more the attacking party than the Indianapolis Bill Posting Company. "We did not give up our board," says Dewey and Hedges. "It expired August 2, but we had an option for the next year. The stand was located for the Indianapolis company over our board, and made by us, in December, void. When we had the board to the Indianapolis company developed the paper we put up, and we had been arrested. In a judge's court judgment was given to us. The other company appeared in the Circuit Court, where the case now lies. We posted that white paper over the Indianapolis company's Billboards. It was our own party thinks himself in the right, and neither will give in until he is forced by the court."

No License Required in Etc.

The bill posting ordinance having been declared illegal by the court, all persons who desire to display a bill, past or new, are, and will be permitted to do so without being compelled to pay the city bill poster on a specified sum. The ordinance was passed by council as the result of a few bill posters.

Gilman, Maine, is a thriving little city and has R. J. Justice here its poster and distributor.

The Wisconsin Bill Posting Company was also closed all boards in that city.

P. M. Cooley recently sold the Highgate Bill Posting business to George Carter, of Syracuse, who has taken over the business with Mrs. Abbott, the new owner, to be known as the Fuller City Bill Posting Company.

It is one of the fine institutions of the city and under the new regime will be made to occupy its full territory. Mrs. S. M. Abbott continues as manager, with P. M. Cooley as general superintendent.

Abbott & Carter is the firm name, and it is desired to become well known to electrical and other companies. All work will be done in metropolitan style and with metropolitan style and finish. Mr. Carter is a general business man, and Mr. Cooley has the show business at his finger tip in all its departments.



A Johannesburg, South Africa

Bulletin Board.

Charles H. Nichols, manager of the Springer Lithograph Company is the sole brought by the P. Editor Reddick and Hoadley Company, reports to the court that under an order of most divorcing him to sell at private sale he has sold the plant to the Columbia Lithographing Company for \$2,500. By the terms of the sale, the purchaser with the written consent of the secured creditors pays to the receiver in cash to apply, on the whole the sum of \$1,000, and further agree to secure the balance of the debt amounting to \$1,500 and to pay it in the further sum of \$1,000.

Nichols claims that the secured creditors have agreed to accept 45 per cent. as their claim, and with the last stated cash sum he will be able to pay the rest cash and the percentage. The receiver asks for an order confirming the sale and directing him how to pay on the money in his hands. Powell and Nichols did the motion.

There is a good deal of interest among lithographers in the use of aluminum plates for color printing. The Rep of Detroit & Co., New York, says the Aluminon World, now uses aluminum plates entirely on a number of pieces which were built for printing with zinc. The Standard Lithographing Company, of Chicago, is also planning to use aluminum plates.

Posters are to play an important part in the coming campaign.

The new Postnet poster is a strictly high grade Topkiss institution. It is designed by Topkiss artists, engraved by Topkiss engravers, printed by Topkiss printers and will be no whit inferior to the Topkiss Postnet. It is the work of the Hill Lithographing Company.

The top sheet is printed in red-ink and blue. It gives the date of the event.

The middle sheet is printed from a lithographic stone. It is emblematic of the various situations which will be on exhibition.

There is the head of a Kansas; illustration of a red man. There is a return of soldiers, probably coming from Ft. Riley. A train is shown, and a partial view of the Santa Fe office building show that the great Kansas railway is to be in the game.

A cluster of flowers twisted around the Flag is another essential one of the great preparations which are being made for the Festival. There is also a row of happy, smiling Kansas Knights and Kansas Ladies. "It takes no great amount from the game" to tell us that this is significant of the "red-hot time in the old town tonight."

The third sheet of the poster problem is the large horse and low station of the upper sheet the wonderful sights which will be seen in Topkiss during Festival week.

Such is the new Topkiss poster. Let it be worn in every town in Kansas, and there will be a hundred thousand people here to attend the second annual Topkiss Fall Festival—Topkiss King Capital.

There is every indication that the great Transient and International Exposition which will be held in Omaha in 1907 will be one of the greatest events of its kind in our history, being represented only by the World's Fair. Already the work is progressing. The financial resources of the exposition on August 1, were \$1,700,000. With that sum almost a solid display is assured. That work will not be added to the existing resources. The exposition is to represent all the industries and resources of the great west. Every state from the Gulf of Mexico to the Dominion and from the Mississippi to the Pacific will be represented.

Michigan State Fair officers were re-elected without opposition. They are as follows: President, William Bell, Elmberg; Vice-President, H. L. Kuzeloff, Lansing; Treasurer, C. W. Young, Fort Worth; Secretary, S. Paulsen, Grand Rapids; Executive Committee, H. W. Keady, Howell; Frank Meyer, Jackson; P. L. Reed, Okem; H. J. Kealey, Mendota; H. E. Dewey, Grand Rapids; R. G. Gault, Grand Rapids; H. G. Gault, Wellis. Term ending January, 1909.

Held at Elizabethtown, Ky.

The Kentucky Fair closed with a great exhibition and a profitable attendance. The accounts of the association were \$200 more than last year, and the expenses were not so great, as these will be a handsome profit to the stockholders, not far less \$1,000.

Must Go For Chicago.

Members of the South Side Business Men's Association recently met with the Executive Committee of the exposition at the Keweenaw House for the purpose of conferring the big exhibition to be held in the city October 4 to 9 inclusive.

The details of the payment rate with the North Side, who organized the idea of introducing to the notice of Chicago and progressive citizens a spectacle which they expect will eclipse the Marsh Green and Velox Fountains events of New Orleans and St. Louis respectively.

In addition to the display of boats to be made directly under the auspices of the business men, the clubs and various organizations of the three divisions of the city are to be invited to lend their aid. In the event of bicycle clubs (bicycle part) it is expected that thousands of wheels will add to the novelty and brilliancy of the night parade.

Very recently Elizabethtown has just been commissioned by the Department of Exhibits of the Transient-International Exposition to work up a Russian village as one of the exhibits for the exposition. Mr. Ethel has decided to call his exhibit "La Joyful Russia," after the book written by John A. Logan, Jr., and in which he will endeavor to depict Russia as it is, to take away the erroneous impressions of that country created by the writings of George Kennan. He will leave Omaha in a short time to begin the work of securing illustrations, the experienced artist, and a number of the friendly Star artists.

The great attraction at the annual Fair at Elizabethtown, Ky., was the side walk. The prize was a purse of \$25.

The annual fair at St. Charles, Mo. Va., was considered to be the best in years.



Mr. William R. Hart, the enterprising Secretary of the Waukegan, Iowa, Fair writes as follows:

"Thinking might be interested in the way we are billing our western fairs I send you enclosed photos of a copy of descriptive stands of which we are using by the yard about 1,500 stands. One is a stand occupying a good corner here in Waukegan, the other being a 14-sheet at a company crew road, where there is considerable business. We will use along with those about 500 painted galvanized, and 1,000 sheets of pictorial stands, and give single sheets bills. We do our billing with one team and a crew of two men and a boy, the job taking from three to four weeks. It leaves behind a good reliable bill poster we place the work with him, as it is cheaper that way. But there are only two of these teams in our territory that we can place work in in that way."

"Everything looks promising this year and we are hopeful of another record breaker this fall."





Budget's Budget.

On the 26th of August the president of the I. A. D. through correspondence, appointed me one of the press agents of the above organization. And in making this my first low for honors in the ranks of the official board, I feel somewhat like the little girl who was desirous of learning how to swim, was seized by her mother in the water. Now, my dear, long your clothes for a history book but don't go over the water. It is with this feeling that I take up the pen in the interest of that grand organization known from the North, to South and West as the I. A. D., and feel that I have been called upon to help build to the advantage the fact that there is at least an organization worthy of their confidence and support.

If after awhile I see the great possibilities which are daily unfolding in the interests of motion display and particularly the members of the I. A. D. I shall endeavor to add enlarged to their list of work which I shall be glad to do for them in any way that I can see to be a most part of the enlarging of these possibilities. It is with this idea in view that I would encourage every member of our association to grow beyond some already in the coming year to see greater bounds than in the past. But how can we do this for the sake of a successful business life as to everything the best one knows how that will be to do and challenge the attention of every advertiser and bring the blush of honor to every friend and catch our organization. To every member of the I. A. D. I would earnestly ask to correspond with me, to let me know how each other better, and through that to prompt to answering all correspondence. In conclusion let me say that I desire to get in touch with every member to feel that in the organization we are not members but friends in the highest and truest exception. I believe we are enjoying upon a new era in the interest of our association. We have grown out of our old conditions and have entered upon the golden possibilities of future success. Let us be up and doing.

Case's Contribution.

Members are cautioned not to do any work for Hoffman Drug Company, also Hanson Store, also Spaulding Manufacturing Company, New Rochelle, N. Y., unless they get work with order or good letter of inquiry, as they are ignored without comment if they are not on the best order, and distributors who are not working for their benefit or glory should give that counsel the go-by.

The California Fly Spray Company have discontinued every distributor and bill posters this fall by sending all contracts, with the working in place where there are some means or that they failed to reach this spring. This move will be much regretted, as the firm is a liberal advertiser and its stock stands high in the I. A. D.

Charles W. Davis is the latest member of the I. A. D. He occupies the city of Des Moines, Iowa, and adjacent territory. Charles is "all right."

If Springer, "The Silent King" of Philadelphia, Pa., had been a member of the International Association of Distributors, he would advertise himself to be well known here money to pocket, as all members have been advised and given particular in regard to "The Novelty Paper Works" and the "A. B. C. of the owner and proprietors" purchase (1) contract. We are sorry for you Mr. Springer, but "since that one's been here" you know, and a little advice might not seem to be amiss. It is simply—just the I. A. D., the only recognized distributor's association of today. The above advice could be applied to many other distributors who are representing to advertisers that they are members of the I. A. D. To each we simply say—hey, you are buying your reputation for honesty by talking such a course when you might become the victim by a little caution.

Gifford Kennedy Company, Indianapolis, Ind., are putting out a new little booklet advertising their remedy. They employ "our own distributors," whose chief aim appears to get rid of as many as possible. You might prefer to give him a few lessons.

Member John A. Clough, of Chicago, reports business good as his territory. He is at present working on gas and expects to work up before the retail next year.

Dr. Kilmer & Co., the largest medicine firm in the United States, have placed their work with the International Association of Distributors in all cities not covered by their traveling distributor. All correspondence regarding this work should be addressed to the soliciting secretary. Mr. W. S. Reisinger is the wide awake advertising manager of this firm and has many other friends among the members of the I. A. D.

George W. Vauquish, the "old reliable" of Indianapolis, is right in the realm. His purpose is to make every one of all the honors of the State Fair. By the way, that wagon is a work of art, and Buckle Van, a justly good of it.

The Hunter Advertising Company, 14 Mason street, Fort Wayne Ind., want prices and amount of paper (see above) reported by thoroughly paid cities of 5,000 and over in Indiana, Ohio, Ill., Michigan, Ohio and Pennsylvania.

Tips to September 20, '97.

Colfield Beach Company, New Haven, Conn.
Emerson Drug Company, Baltimore, Md.
Graham Oil Company, New York, N. Y.
Gifford Kennedy Company, Chicago, Ill.
Sole job.

The J. P. Dineen Company, Chicago, Ill., do Wolfe Place. Won't pay over \$2.

F. W. Fuljager & Son, Baltimore, Md. Signs, 1 cent.

C. I. Howell & Co., Lowell, Mass.
Dr. Henry Peasely Medicine Company, Excelsior, Minn.

Harving Peasely Company, Indiana Mineral Springs, Ind.

Dr. Miller's Rubens Cream, Elkhart, Ind.

Gen. City Tobacco Company, Dayton, Ohio.

R. F. Williams & Co., Buffalo, N. Y.
The Dr. Cramer Company, Philadelphia, Pa., via York + Co.

Gifford Kennedy Company, Indianapolis, Ind.

Admission-Each Printing Association, St. Louis, Mo.

F. J. Berg & Co., Middletown, Ohio. Signs.
W. M. Case, Soliciting Secretary.

Starchmaker's Sayings.

Green, the leading bill poster and discharge of Enzerstiff, recently sent me a short paper containing copy of the reference preventing any one discharging in that town. Green pays for a year license for discharging and just for his post.

Douglass, of Memphis, writes that the discharging business is better this year than ever before.

Cooley, of Highmore, has sold out to Carter & Abbot. He handles in superintended.

H. T. Hayes, the general advertising agent of Dr. Cramer Company, Philadelphia, was State-treasurer that has success had splendid success from his distribution in Wisconsin. They send two distributors 30 days apart. Starchmaker says the druggists told him that the demand exceeded our limitations and customers.

W. B. Reisinger, Dr. Kilmer's agent at Highmore, is handling distributors with a new style distributor's bag. If you need anything of the kind write Mr. Reisinger. Recently carried the bag himself and did over 100,000 calls for it.

H. E. Dierlein, is handling on hand as ever for the association, notwithstanding the fact that he is no longer an officer. Still is a credit to the organization.

Van Spinkle, of Indianapolis, has just completed a large contract for double leaflets. He has returned home and finds plenty of work on hand, including a large distribution inside the large grounds.

Haynes, of Boston, would like to hear from former members of the I. A. D.

Starchmaker has contracts on hand for over one million pieces. He has placed his business in charge of the sub-city traveling. Starchmaker is receiving many complimentary letters about his letter books. He believes in doing every thing right.

The I. A. D. is still growing. It has members in all the large cities, and is represented in every state in the Union.

Reisinger, the general traveling inspector and advertising agent of Dr. Miller's Medical Company, is very popular among distributors. Mr. Reisinger is enthusiastic over the I. A. D., and gives his members such wherever possible, and will do the best distribution where our members join the association.

W. A. Watson, the advertising agent with C. G. Woodbury, N. J., has joined the I. A. D. and started distributing agents in Philadelphia and Camden, N. J., under the firm name of W. A. Watson & Co. Advertisers who contemplate distributing in either of these two cities would do well to write them.

W. E. Case, of Fort Wayne, the soliciting secretary of the I. A. D., reports that he has bright prospects for leading three large contracts for the members of the association. Mr. Case is kept busy with correspondence, and his writes that advertisers generally are interested in the association and will give preference to its members.

Starchmaker, of Covington, Iowa, is satisfied over his membership in the I. A. D., and reports that he has many contracts through the efforts of Mr. Case.

Clough, the ex-President of the I. A. D., reports that he has more at work in Chicago. It looks as though property has struck Clough.

F. Abrams & Son, of Columbus, Ohio, have joined the I. A. D.

Charles B. Wright, represents the I. A. D. in Washington, D. C.

Joseph Ross, the leading President of the I. A. D., reports good business in Kansas City.

Dr. Kilmer Company, of Highmore, N. Y., are going to give their distributor to members of I. A. D. in all cities where their regular distributor is not doing well. They expect to get out something better this year than ever before.

David Leberer has contracts with The Lynn Fishback Company, Wells Richardson Company and Dr. Kilmer. He also has several others ready to make contracts for his town.

THE BILLBOARD.

PUBLISHED WEEKLY.
 BY THE BILLBOARD PUBLISHING CO.,
 214 N. BROADWAY, N. Y. C.

Address all communications to
 THE BILLBOARD PUBLISHING CO.,
 214 N. BROADWAY, N. Y. C.

ADVERTISING RATES:

Advertisements will be published at the following rates on conditions of cash in advance:

For the first insertion, per line per week, 10 cents; for the second, 8 cents; for the third, 7 cents; for the fourth, 6 cents; for the fifth, 5 cents; for the sixth, 4 cents; for the seventh, 3 cents; for the eighth, 2 cents; for the ninth, 1 cent; for the tenth, 1 cent.

Special rates for advertising in the Billboard are made for the following: 1. For the first insertion, per line per week, 10 cents; for the second, 8 cents; for the third, 7 cents; for the fourth, 6 cents; for the fifth, 5 cents; for the sixth, 4 cents; for the seventh, 3 cents; for the eighth, 2 cents; for the ninth, 1 cent; for the tenth, 1 cent.

SEPTEMBER 14.

Never before in the history of the bill posting business have the results been so gratifying with posters as they are to-day. Commercial houses, eleven posters, thousand posters, all yielding with each other for supremacy, and it really seems that the commercial poster is in the lead. Everything from signs, doors, or up, as you choose; maps, signs, chewing gum, face powder, soap powder, patent medicine, clothing, shoes—in fact, anything that can be advertised, is found to do you the best. Where you could count an advertisement on the board five years ago, to-day you can count a hundred. Truly, the bill poster's prosperity has come.

WHAT has brought about this change? Only one thing—good service. It is an undisputed fact that billboard advertising is the best of all advertising. It is desired for the bill poster to learn that the advertisement would result. There was only one way to get results, and that was by giving the advertiser a good service. The bill poster has learned this by experience; they have profited by his experience; the result is, all the work they can handle.

THE BILLBOARD has upon itself some of the credit of having brought about this change. Some of our readers may remember a few years since, an interview appeared in this paper with a prominent advertiser, who discussed certain bill posters in strong terms. It made them mad; but it caused others to think. We have never knowingly injured any bill poster's business, but when we have found a man who gave dishonest service we have denounced him and his methods in our columns. We have made some enemies, but have helped the rest of the trade.

DISHONESTLY, too, are branding that only by good, reliable service can they hope to build up a good business. And he is said to their credit, that it is rarely that one of their number is found incompetent or dishonest. Still there are some few left. Speaking recently to the traveling manager of a large poster advertiser here, we learned he certainly had had the results of each trade, and when a man posted dishonest he was marked, his name sent to other agents and he was given the cold shoulder. He knows when he knew good service was being given, he said, that they had put their date-stamping matter at someone's expense and still received good results.

The Inexplicable Kramer.

The *Advertiser Ledger* comments says: "The Inexplicable H. L. Kramer here is being aggressive and in carrying out directly into the camp of the advertiser. His plan is to post a good health insurance—a much advertised form for the advertiser. There are a number of advertisements in the issue, and all of them will do with people seeking relief from rheumatism and kindred ailments. Not long ago Mr. Kramer sent an agent to the town, and the latter found all the available billboards in the place, and in such a way as to surpass all the competitors, so that their respective credit was in no manner without saving the signs that might be placed on his board. These Mr. Kramer sent postage up to Mr. Kramer and they got in their work. Last Monday Mr. Kramer received a letter from the boss of the poster-putting that the owners of billboards refused to allow any more signs placing to be done and that they intended to point out what signs were already existing and to remove them at once. It is necessary to be in possession first. Where the risk comes in was in the claim of Mr. Kramer's sign. It was particularly interesting because of the advertiser's desire to have these signs conducted on all sides by each work as above."

WALSH NOT CORRUPT?

WANTS TO BE HIS OWN MANAGER.
 RECENTLY, THERE WERE MANY SPEAKERS
 ON THE BOARD.

NO REPLY TO HIS MESSAGE?
 WELL, YOU BETTER WALK AS LONG AS
 YOU WANT HERE. THE NEW NEWS AT
 THE BOARD OF TRADE.

WELL, YOU BETTER WALK AS LONG AS
 YOU WANT HERE. THE NEW NEWS AT
 THE BOARD OF TRADE.

It is such a difference which way the world moves, some of our signs were always in full view, and of course made a big impression. There will be no end of trouble out of the office, besides the fact. Mr. Kramer is a clever and enterprising gentleman—and somewhere in his agency is located a sign house power electric motor. Long may he live!

New Advertising Scheme.

The latest advertising scheme in Chicago is backed by one of the telegraph companies. It proposes to erect in the downtown district two "trunks" of first class, containing checks, a free bill, three-cent stamps and a lot of other things. The sides of the trunks are to be used for the posting of advertisements. It is held that the checks and three-cent stamps will be of great service to the people.

A feature of the plan conceived last fall is to be the bill poster. Greater harm has received advance proof of his own photographs which will go long about the street with over the backs of the trunks. They consist of a box printed from his latest photograph, with the initials of the sender's company beneath.

The story is going the rounds that a well known artist received a stimulus from a wealthy firm, inviting him to join in a competition for a poster. Only one poster was to be given, and the successful design was to become the property of the firm.

He replied as follows: "GENTLEMEN: I am offering a poster of 25 ft. for the best design of whiting, and should be glad to have you take part in the competition. Twelve dozen bottles of each fish should be sent for examination, and all whiting that is an eligible variety of the poles will receive the property of the advertiser. It is also agreed that the postage be paid by the maker."

This letter excited the correspondents.

Budgets For Chicago Bill Posters.

City Clerk Leslie and Deputy City Collector Scott, after a conference recently with the representatives of 17 trunks, which in fact have been doing their own bill posting without securing a license from the city, decided that hereafter all bill posters will be required to secure a license from the city. The fee for which they were paid into the city treasury the license fee of \$100 a year required by law. By having the license fee bill posters were budgeted the poster will be available on all the billboards located from this alliance members of the craft.

Big Advertising Home Billing.

One of the largest advertisers near首都 a dollar at home order in the advertising columns of the newspapers or on the billboards. As he had distributed they would look upon it as money thrown away, and he asked to every advertisement have the advertiser reply. "Oh, there is no use of my spending money here!" That is the kind of answer which asks a useful lot of confidence from the advertiser. Every article, and some of the best and most successful advertisements "think the other way." On the arrival of a visitor to Lowell he is reminded of every brand that the mill city is also the town of Saratoga and then the great trials Good and Ayer are spending them

and their posters as much as home as abroad. It is a pretty new thing that they would do it if it were not for the advertiser. Lowell and Ayer, the politicians, "are in it for what there is in it," and it is an easy matter for both to keep her results in Lowell. Thus they are in Lowell, "if any body knows the truth," and no one knows better. Don't be kept by the historical plus of the billboards at home? May the good results in your own city be in Lowell. Again when the whole audience go to New Haven for an advertising they learn among other things how bill, both in the Lowell and the City of Lowell and the Lowell Bulletin. Lowell City Council headquarters, and when they graduate and begin to lose their own as they are reminded of all things every time they see a Sign poster because the bill told them the story all through their college life, and was presented to their eyes all the year about as they grow from Freshman to Senior. Of course if a remedy or commodity is a labor or something to be achieved it should be made up in a dark alley in secret and be laid upon your strength only in long distance advertising. CAROLINE H. DAY.

THE BILLBOARD will send the bill poster referring the largest number of votes to England next July. He will travel first class and all of the bill posters, steamship and hotel bills will be paid by us.

Fill out the following coupon and send it to THE BILLBOARD as below (see page 2).

NAME	Is my collection
ADDRESS	
CITY	
STATE	
COUNTY	
ZIP	

As we said last month we have adopted the rule that in the future all coupon money will be sent during the month you they appear.

As we said last month we have adopted the rule that in the future all coupon money will be sent during the month you they appear.

HOW THEY STAND.

Geo. H. Balle	17
Geo. M. Leonard	40
B. C. Campbell	10
B. W. Walker	10
Jas. F. McCall	10
Jay. Carver	10
Edw. A. Smith	9
Chas. Vogel	9
A. L. Frye	9
Geo. A. Carver	8
J. J. Bellard	7
E. C. Donnelly	7
Alfred Hunt	6
Edw. A. Smith	6
Jas. H. Smith	6
Frank Flanagan	5
J. J. Flynn	5
W. F. C. Carver	5
John G. Reese	5
F. F. Schuler	5
L. H. Ramsey	5

Signs & Sign Painters

Address all communications for this
column to
E. H. FROSTMAN, Pittsburgh, Pa.

When using Enamel and in glass coloring have a thoroughly good mixture of coloring oils and varnish at hand. In case any of the colors happen to come in contact with the Enamel, when it should be washed with the same solution. This will prevent blurring. Avoid brushing the surface of the acid—very dangerous when handled often.

When laying gold on glass, the greatest care should be taken to have the glass perfectly clean. Some advise straining water that has been previously boiled, but distilled water is the best. Use no soap, and use the brush. Avoid touching with the hands. After the size has been fixed on, and has the right tack, lay on the gold. Right here is the sticking place in laying gold leaf. It sometimes assumes a coppery appearance, and sometimes goes dead. We have never heard a plausible explanation for this coppery appearance. It is noticed mostly where there is much moisture, and is probably due to sulphur. Treat the surface to clean the accumulated dirt of the gold and apply another layer of gold on this size. If the dead appearance will not respond to a fresh burnishing with a ball of cotton wool, there is probably one of three causes the matter. The glass may not be perfectly clean or the size is not right, or the leaf is not good. Test the leaf when you lay it by dropping a drop of nitric acid on it. If the acid has any effect on it, the gold is not pure.

A mechanical will always work harder for himself than for you; one who, if he is not that taken a pride in doing good work, he will meet with better success by working for himself than for others.

In doing signs over old weather-beaten surfaces, and they cannot be rubbed away with sandpaper, the labor is to get clean as much as possible. A fast coat of dilute mastic of 1 part of Rosin Elixer, 3 parts of white lead, 1 heaviest will give the smoothest finish.

Aluminum leaf may be laid in the same manner as gold leaf, except there need not be so much care taken to have clean surfaces. Its ordinary followers will tarnish themselves.

The so-called patent dyes are all right when pure, but the majority of them are more or less adulterated, and I would advise the artist to make his own. Ground white tinctor is very best of all, half and half. A spoonful will give twenty pounds of color, and will set in 24 hours; the ground white or the most delicate color still the dye painter uses.

There is very much in the English pattern. Trolley number is the best; English number second. They are durable.

Purple blues are made of prussian blue and oxide of copper. It is one of the

fastest of colors, and when combined with white produces fine tints. It keeps its color well.

A most beautiful, but very poisonous, green is Scherer's green. It is made of vitriol of potash and acetate of copper. The common caution should be observed when using it.

There are many who sign letters throughout the country whose composition is thoroughly bad, and the proper procedure of the ground, and very often fail in producing good results from ignorance of the scientific point. There are various theories respecting the quality of the wood—some insisted that the greater cut in the paper one for a sign board, being their choice on the fact that the ink goes run mysteriously through, thus rendering it less liable to warp; but we have our reasons for believing the contrary of the log to be the better. The best accepted way in preparing a board surface is to first give the whole board a couple of coats of either varnish or oil, and let it dry over a couple of weeks so that the wood may be as dry as a brick. Then take a piece of white lead, mix up as much white lead as you require, being it up still in oil. Add the dryer and stir to a working consistency by hand. Give the signboard a fair, even coat. When this is dry, rub with genuine rosin and water. Putty up all the remaining holes and cavities with putty or putty mixed with a little oil and white lead. The second coat may be similar to the first, only there should be less oil in it. The third coat should contain less oil, and if a fourth coat is used it should still contain less oil, about one-third oil and four-thirds turps. This process will give a green which will last for years.

Copping paper may be made by taking some hard soap and lamp black and adding these together in the proportion of jelly. Dissolve some size of one ounce per gallon, and lay it on as dry as you can. It will never dry. Turn the colored side on the surface on which the size is to appear; over this lay my design to be a gold, and trace its outline with a sharp lead pencil. The colored paper, wherever it is pressed with the point of the pencil, will make a mark on the white sheet it covers. The final of design may be applied in this manner—first to the surface. Have the sheets closely fastened, so as to prevent any of them slipping.

To prepare paper for etching, cut the sheets of paper with heated oil, or with other varnish.

A German paper says a good paste for cleaning glass may be made as follows: Camell seed, water, water, 3 parts; dissolve the soap in the water and add prepared chalk, 1 part; white chalk, 2 parts; turpentine, 3 parts, 2 parts, 1 part; mix and pour into bottle to use.

P. S. Gardner says the best way to transfer decalcomans ornaments is to go over the gold leaf of the transfer with

common orange or furniture varnish, being in no way particular whether you get the varnish on the paper outside of the figures or not. Lay the picture on it, so that the varnish gets quite tacky or sticky, then lay it on the gold and place and rub gently till all the parts are fastened down. Allow this, say, half an hour to pass, and then rub the paper with sponge and cold water, and it will be found to lift off easily leaving the print of figure perfect on the wood. With a soft rag, dipped in turpentine, gently rub over the whole to remove the orange varnish, and the work is complete.

The appearance of a poor lettered sign may be greatly improved by a wet brush. Make the border to correspond with the letters—bury letters, heavy than or such in the border, and vice versa.

PAINTING LETTERS—Pick the outline of any letter to be copied with small ink pencil, very close to each other. Place the letter to be copied upon a clean sheet of paper, and fast it over with finely powdered charcoal from a small bag. The charcoal will pass through the ink pencil, leaving up the printed paper the design will be found upon the sheet beneath it. The printed paper will serve many times. Correct copies of any outline may be made in this way.

TRANSPARENT PAPER—Take one quart of spirits of turpentine, one quarter quart of finely powdered sugar of lead, shake it up and let stand for two days; then pour off and add to one pound of pure Canada balsam; set in a gentle heat and keep stirring until quite solid, when it will be fit for use. Then have your paper ready on a smooth board, brush it over and hang up to dry.

Answers to Correspondents.

F. V. C.—Wishes to know, if the letter printed on a contract advertised on my good. We cannot advise the use of pattern in any form. Still, in case the printer cannot do better, they are much better than cheaply signed printed letters. Of late years, however, printers have made great strides in the improvement of large letters. The letters used on pattern make excellent examples for copying, but we do not think they should be used as patterns. Except those used only on your business—signs—they are, in this manner the sign artist will soon acquire a style so distinctly his own as to be his handwriting. If you wish to set copy too accurately you can purchase the popular style of the different signboards.

A. B.—Asks for a rule for setting a pattern that will not fade. Any of the indelible lakes used for marking bond paper, this characteristic. Probably High water-proof India ink would be best suited for this particular purpose. It is fast, permanent and good. It may be made in any shade from a light gray to the deepest black, according to the amount of water used.

G. H. C.—Asks for a method for getting letters and sign copyings, etc., to set cutlines. These are secured. Perhaps the

most simple is the use of oil of turpentine, which has been used by amateur artists from time immemorial. Dissolve the coloring, photograph, or whatever you wish to reproduce on a clean glass surface on it, dry the eighth of an inch or more; then on a larger sheet of glass square as many times larger than the small square as you wish to enlarge it, and use equal squares on it, dry the eighth of an inch or more; then on a second, and draw progressively in the large square which is now in the small one. A little practice will enable you to make good copies. There is an instrument called a Metzger scale, made on the same plan, which may be had from any art store.

This department has lately received a number of letters that are usually foreign in name publishing. They were all relative to the month list article, and we took pleasure in answering them personally; and we had to see reference books, as we are not responsible for answers. We would like to see all others who wish to know the difference between the use of the arts to get the Scientific American's Head Book of Reference. This will tell you almost anything you wish to know about the different manufacturers.

A Scientific Problem Solved.

A scientific problem which had for centuries baffled some of our best has been solved by a Bostonian. It is announced that Louis Proeg, of the firm of L. Proeg & Co., the famous Boston lithographers, has established a process, unobscured of color, after working on the subject for a process. The Proeg standard is very simple and is based upon the solar spectrum. Twenty-four units of color are established, from which are derived over 100 colors and 700 shades of tints. By means of this discovery any color may be described by a number and may be duplicated without mistaking it with the original. The discovery has introduced over difficulties which were deemed insurmountable, and his discovery should prove of great importance.

It is a matter of the most important and most unique relation to American art. He was the first to discover, develop and perfect the chromes, and the results achieved through his ingenuity, industry and perseverance have been revolutionary. It is, he says, to be said to be the father of modern American art. He participated in the printing process within the realm of the most scientific and calculating and formulating the tests for good color. This has a series of inimitable value, and Mr. Proeg should be the recipient of due honor.

Old as the Hill.

It has just been discovered that the second Roman printed the method of printing in the position. It is at Hieropolis that was brought in light a paper covered with hills, one on top of another. The paper used to stick them with the use of glue. The glue was composed and contained were found to be poisonous and ammoniacal of public meetings, and even election proceedings.

LIST OF FAIRS 1897

This list is prepared to contain... This list is prepared to contain...

ARKANSAS

Northwest... Arkansas county fair... Arkansas county fair...

CALIFORNIA

New York... California county fair... California county fair...

COLORADO

Steam... Colorado county fair... Colorado county fair...

CONNECTICUT

North... Connecticut county fair... Connecticut county fair...

GEORGIA

Atlanta... Georgia county fair... Georgia county fair...

IDAHO

Idaho... Idaho county fair... Idaho county fair...

ILLINOIS

Carrollton... Illinois county fair... Illinois county fair...

INDIANA

Apple... Indiana county fair... Indiana county fair...

Apple... Indiana county fair... Indiana county fair...

IOWA

Alfon... Iowa county fair... Iowa county fair...

KANSAS

Polk... Kansas county fair... Kansas county fair...

KENTUCKY

Covington... Kentucky county fair... Kentucky county fair...

MAINE

Andover... Maine county fair... Maine county fair...

MARYLAND

Frederick... Maryland county fair... Maryland county fair...

MASSACHUSETTS

Amherst... Massachusetts county fair... Massachusetts county fair...

MINNESOTA

John... Minnesota county fair... Minnesota county fair...

MISSISSIPPI

Shreveport... Mississippi county fair... Mississippi county fair...

MISSOURI

St. Louis... Missouri county fair... Missouri county fair...

MONTANA

Helena... Montana county fair... Montana county fair...

Albany... Montana county fair... Montana county fair...

MICHIGAN

Albion... Michigan county fair... Michigan county fair...

MINNESOTA

John... Minnesota county fair... Minnesota county fair...

MICHIGAN

Albion... Michigan county fair... Michigan county fair...

MINNESOTA

John... Minnesota county fair... Minnesota county fair...

MICHIGAN

Albion... Michigan county fair... Michigan county fair...

MINNESOTA

John... Minnesota county fair... Minnesota county fair...

MICHIGAN

Albion... Michigan county fair... Michigan county fair...

MINNESOTA

John... Minnesota county fair... Minnesota county fair...

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Albion... Michigan county fair... Michigan county fair...

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John... Minnesota county fair... Minnesota county fair...

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Albion... Michigan county fair... Michigan county fair...

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John... Minnesota county fair... Minnesota county fair...

MICHIGAN

Albion... Michigan county fair... Michigan county fair...

MINNESOTA

John... Minnesota county fair... Minnesota county fair...

MICHIGAN

Albion... Michigan county fair... Michigan county fair...

MINNESOTA

John... Minnesota county fair... Minnesota county fair...

NEBRASKA

Albany... Nebraska county fair... Nebraska county fair...

NEW HAMPSHIRE

Keene... New Hampshire county fair... New Hampshire county fair...

NEW JERSEY

Trenton... New Jersey county fair... New Jersey county fair...

NEW MEXICO

Santa... New Mexico county fair... New Mexico county fair...

NEW YORK

Albion... New York county fair... New York county fair...

NORTH CAROLINA

Charlotte... North Carolina county fair... North Carolina county fair...

OHIO

Cincinnati... Ohio county fair... Ohio county fair...

PENNSYLVANIA

Philadelphia... Pennsylvania county fair... Pennsylvania county fair...

RHODE ISLAND

Providence... Rhode Island county fair... Rhode Island county fair...

TENNESSEE

Nashville... Tennessee county fair... Tennessee county fair...

TEXAS

Dallas... Texas county fair... Texas county fair...

VIRGINIA

Richmond... Virginia county fair... Virginia county fair...

WASHINGTON

Olympia... Washington county fair... Washington county fair...

WEST VIRGINIA

Martinsburg... West Virginia county fair... West Virginia county fair...

WISCONSIN

Madison... Wisconsin county fair... Wisconsin county fair...

WYOMING

Cheyenne... Wyoming county fair... Wyoming county fair...

KNOX

BILL POSTER
Illustrator

BRASSVILLE, PA.

CITY BILL POSTING CO.
HARRY B. RUSSELL, Manager.
NORWALK, CONN.

DENVER, COLO.

Established First Printing & Illustration Co.,
B. Kelly, Successor. I. A. D. & P. Co. Printers and
publishing office in Denver, Colo., and
national headquarters. Printing at Denver,
Colorado, and every California Springs.
Illustration by local artists. Agents.

Allen's Press Clipping Bureau

Office, Boston 2-2418, Los Angeles 5-1111, San Francisco (Union Block, Postoffice Bldg.) 666
Star First Street, Los Angeles, Cal. Established
1881. Send every publication printed on the
Pacific coast from Alaska to Mexico.

Scranton, Pa., 654 Deacon,
B. Kelly, Successor I. A. D. & P. Co. Printers and
publishing office in Scranton, Pa., and
national headquarters. Printing at Scranton,
Pa., and every California Springs.
Illustration by local artists. Agents.

Aurora, Ill., B. MARVIN,
Bill Poster and Clipping Bureau, Chicago, Ill.
Office, Postoffice Bldg., Chicago, Ill.

Jackson, Wis., C. A. Hoffberger & Co.,
Bill Poster and Clipping Bureau, Chicago, Ill.
Office, Postoffice Bldg., Chicago, Ill.

Grand Rapids, Mich.

George H. Leonard, Bill Poster and Clipping Bureau

Expositions.

Exposition, Tenn., 1897 May 31 to June 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

Races.

Ocala, Fla., 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

TEXAS.

Beaumont, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

VERMONT.

Montpelier, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

VIRGINIA.

Richmond, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

WASHINGTON.

Seattle, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

WEST VIRGINIA.

Martinsburg, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

WISCONSIN.

Madison, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

Portland, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

DEWEY COLUMBIA.

Portland, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

CANADA.

Montreal, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

Montreal, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

SOUFF CAROLINA.

Charlotte, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

SOUTH DAKOTA.

Spearhead, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

Spearhead, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

Worcester, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

OKLAHOMA.

Tulsa, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

OREGON.

Portland, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

PENNSYLVANIA.

Philadelphia, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

Philadelphia, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
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Exposition, 1892 May 10 to July 25
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Philadelphia, 1887 June 15 to 25
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Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
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Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

Philadelphia, 1887 June 15 to 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25
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Exposition, 1892 May 10 to July 25
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Cincinnati, Ohio, 1881 Industrial
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Cincinnati, Ohio, 1881 Industrial
Exposition, 1892 May 10 to July 25

JOHN T. WILLIAMS

Manager Northwest Bill Posting and Advertising Co.,
346 MORRISON STREET,
PORTLAND, OREGON.

Member I. A. D. & P. Co. F. P. A.

Papulation 90,000. Established 1888.

THE ... EDISON MONEY MAKER.

LATEST OF MODEL

PROJECTOSCOPE

The most perfect, cheapest and simplest screen machine in the world, producing full life-size pictures. We have 1,000 different subjects to choose from.

Price of Machine, only \$100.00. Film \$10.00.
We also rent machines, with films and services of operator. Write for terms and prospectus.

N. Y. FILM AND CAMERA CO., 44 PINE STREET, NEW YORK.

The Christmas Belleard, 1897.

Double the size this year! This Belleard is well known for its appeal to all. This will be the largest and most complete ever issued. It will contain 250 pages, including more illustrations, and will be a beautiful record, especially for those who collect. It will cost as per usual. The price is only \$1.00. Write for prospectus.

NUMBER OF PAGES	LITHOGRAPHED PAGES	Price
100	75	1.00
200	150	2.00
300	225	3.00
400	300	4.00
500	375	5.00
600	450	6.00
700	525	7.00
800	600	8.00
900	675	9.00
1000	750	10.00

No. 1. Size of type, 12 pt.

CONVENTIONS,
Tues. Exhibitors, etc.

Under the auspices of public fair of
Chicago, Ill. Sept. 28, 29, 30, 1917.

Ill. State Bd. Rural Health Services
Iowa State Bd. Rural Health Services
Kansas State Bd. Rural Health Services

Ill. State Bd. Rural Health Services
Iowa State Bd. Rural Health Services
Kansas State Bd. Rural Health Services

Ill. State Bd. Rural Health Services
Iowa State Bd. Rural Health Services
Kansas State Bd. Rural Health Services

Ill. State Bd. Rural Health Services
Iowa State Bd. Rural Health Services
Kansas State Bd. Rural Health Services

Ill. State Bd. Rural Health Services
Iowa State Bd. Rural Health Services
Kansas State Bd. Rural Health Services

Poultry Shows.

Chicago, Ill. Sept. 28, 29, 30, 1917.
Chicago, Ill. Sept. 28, 29, 30, 1917.
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The Jackson County Fair. SEPT. 28, 29, 30, OCT. 1, 1917.

Best Fair in Best County of Missouri, to be held at Howard Park, Lee's Summit, Mo. If you want profitably in any form before the game people in attendance, write to FRED B. CAMPBELL, LEE'S SUMMIT, MO.

The Babbitt Entry and Record System.

(For keeping track of Entries and Awards, and Money Received From and Paid To Exhibitors at FAIRS.)

DESIGNED IN 1906, AND IMPROVED IN 1907.

A Man Who Knows The Business.
Express collect, on approval to use freely in U. S. or Canada, and send the express back as soon as you do not like them.

Wm. A. Babbitt
Sec'y Wisconsin Fair Managers Association.
Madison, Wis.

OREGON SIGN CO.

521 Oregon, (Interurbans and Blue Path)
San Francisco, Cal., Oregon, 1917

THE MANRATTAN PRESS-CLIPPING BUREAU.

NEW YORK. LONDON.
ARTHUR CASSETT, Manager.
Kendrick-Clark Building
No. West 14th St., New York
Supplies press clippings for Trade Journals, and on all subjects. Best facilities.
How CALVIN & KNOX:
You have the best facilities of anyone in the field in your business.

Chicago, Ill. J. A. GLOUGH,

Chicago, Ill. J. A. GLOUGH,
Chicago, Ill. J. A. GLOUGH,
Chicago, Ill. J. A. GLOUGH.

HENRY C. CROSBY

ADVERTISING SIGNS

Paterson, N. J.

TROY, ILL.

Troy, Ill.
Troy, Ill.
Troy, Ill.

CHARLES W. YORK.

Boston, Mass.

HAVERHILL, MASS.

HAVERHILL, MASS.
HAVERHILL, MASS.
HAVERHILL, MASS.

STERETT Show Printing Co., San Francisco, Cal.

What is worth doing at all, is worth doing well.

JOHN H. JONES,

Best facilities for distribution, handling, and
packing. Also on all subjects. Best facilities.
How CALVIN & KNOX:
You have the best facilities of anyone in the field in your business.

BALTIMORE, MD.

Kansas City, Mo. Pop. 300,000.

Missouri Agricultural Experiment Station,
Kansas City, Mo.
Missouri Agricultural Experiment Station,
Kansas City, Mo.

Letter Heads

Letter Heads
Letter Heads
Letter Heads

Belvidere, Ills.
Belvidere, Ills.
Belvidere, Ills.

Press Clippings

Proposed events, fairs, conventions, etc.,
Other lists of items from the
newspapers of the country. Send for
particulars.

K. E. Newspaper Bureau,

340 Franklin St., Boston.

L. A. DANIELS,

City Bill Poster and Distributor,
SANTA CRUZ, CAL.

Tucson, Ariz. 3200 S. of 36th
W.A.H.E.I.N., Ariz. 16, 1917

Cincinnati, O. Pop. 350,000.

WAUKESHA, WIS.

Waukesha, Wis.
Waukesha, Wis.
Waukesha, Wis.

Campaign Stands

Made from our Stock Letters are greatest ever seen. Talk about "Business-Bringers." One bill poster recently sent us \$1.00 for a Campaign Stand, without any order from the candidate, he put it up, and soon had the entire list of candidates on both tickets running after him, actually begging him for location. His boards are full! You can do likewise. If you have no campaign, try one of your merchants. It's a small investment. It will pay you. We can make any size stand. Send \$1.00 and copy. * Our new CATALOGUE will be ready next month. * * * * *



HENNEGAN & CO.

POSTER PRINTERS.

719-721 SYCAMORE.

CINCINNATI.

VIRGINIA.

JOS. M. GOLDSMITH.

GOLDSMITH BROS.

JACK GOLDSMITH.

OPERA HOUSE MANAGERS AND CITY BILL POSTERS.
FREDERICKSBURG, VIRGINIA.

Best Shows, Best Stock, Best Locations, and most important of all, Best of References.
Daily Licensed Bill Posters, Distributors and General Out-Door Advertisers.

Population 4,000. Diving Population 50,000.

MANNING, S. C.
Established by S. R. Young, Manager. P. O.
Box 107.

TRENTON, New Jersey
The Trenton Bill Posting Co.
Operates all billboards in the city and suburbs.
Solicitors all business. 170 Broadway. The terms of all
Bill Posting and Advertising contracts are as follows:
W. H. WILLIAMSON, Manager.

FAYETTEVILLE, N. C.
Established by J. H. Proctor and L. H. Proctor,
Sole Managers. 170 Broadway.

ADVERTISING MANAGERS:

Do you know that New Hampshire
will be the Abode of thousands of
wealthy people, during the coming
hot months? They go there to visit
every day, to be comfortable and
have an easy time.

Have you got anything to Call their
Attention to, while they are there?

Strike while the Iron is Hot!
We can reach all these people
Send us your location, samples, or circulars
or any kind of advertising matter.

D. J. Lefebvre Adv. Co.
RELIABLE DISTRIBUTORS.

Box 483, Manchester, N. H.
Keep our Address For Future Reference.

JACKSONVILLE, FL. 807 S. Main St.
We handle all billboards and advertising
in FL. N. Y. 200, 210 and
220.

HOOVERVILLE, MO. Pop. 3,000
The Finest Country in North
Missouri.

RIGG BROS.,
The only Standard BILL POSTERS in the city.
Control and own all billboards and advertising
machines in the city. We are in the city.
All work properly executed. Also signs and
billboards and signs painted.

HOWLAND Advertising Sign Co., Rome, N. Y.

C. F. Bangasser & Co.
CITY BILL POSTERS AND
DISTRIBUTORS. 11
New York and Sign Painters. Open all
Billboards in our territory. P. O. Box 10
MORNINGVILLE, N. CAROLINA.

WOODLAND, CAL.
Area of 10,000 acres, 100,000 pop.

Pittsburg, Pa. Pop. 500,000.
The "TWIN CITIES" Billposting Agency,
1201 1/2 N. Second, ALLENTOWN,
PA. J. V. Brown, Manager.

Mr. LEWIS GARRISON

Is about to return to South Africa,
where he has spent over a year.

Firms wishing to open up business
relations with South Africa, are

invited to correspond with MR.
GARRISON, at COLUMBUS,

OHIO. * * * * *

1891. "Everything comes to him who waits while he waits." 1897.

The Hustler Advertising Co.

OUT-DOOR ADVERTISING
IN ALL ITS BRANCHES.

W. H. GAGE, MANAGER.
24 NORTH MAIN STREET, FORT WAYNE, IND.

FRANK M. DUEL,
BILL POSTER AND PAINTER; ALSO CIRCULAR DISTRIBUTOR,
187 Schuyler Avenue, KANKAKEE, ILL.

Telephone, 100 and 1000. KANKAKEE, ILL.

The Bill Poster

The English counterpart of THE
BILLBOARD. Subscriptions 50 cents
per year, post free, may be sent to
217 East Eighth St., Cincinnati, O.

MEMPHIS, TENN.
Van Buren & Co., Bill Posters and Sign
Painters, 250 Second Street.

In offering the services of the

United Press
News Bureau

We beg to announce that we have
successfully opened the several
business interests heretofore con-
ducted by the Register Press Clipp-
ing Bureau, the Press Cutting Co.,
the United Press Clipping Bureau,
and the E. S. Merriam Press Clipp-
ing Bureau.

We are now occupying a space of
eight large offices.
With a carefully trained force of
pencilers and readers.

And have an exchange list that
thoroughly covers every section of
the United States and Canada.

We feel no hesitancy in asserting
that we can do any order entrusted
to us.

Service equal to the best at a
price as low as the lowest.

New customers will be served on
trial for two weeks, without charge,
provided that if we get an order we
charge from the start.

We solicit your patronage.
Respectfully,

United Press News Bureau,
104 Van Buren St.,
Chicago.

Evansville, Ind. 15,000, Licensed
Bill Posters and Sign Painters, 217
N. Main St. Evansville, Ind.

Kansas City, Mo. has her
Combined population 200,000. 40,000
people does it all. Send the matter to the
MIDLAND ADVERTISING CO. (now
L. A. of D.), Box 2422, Manager, 417
Grand Ave., Kansas City, Mo.

Harpert, Ky. G. M. Otting & Son,
Bill Posters and Sign Painters, 100
Main St. Harpert, Ky.

BARTFORD, CAN.
POP. 17,000.

Chas. M. Smith & Co., Bill Posters and Sign
Painters, 100 Main St. Bartford, Can.
Billboards and Signs.

TERRE HAUTE, IND.
Population 10,000. Bill Posters and Sign
Painters, 100 Main St.

YOU KEEP TEXAS POSTED AND WE WILL KEEP YOU POSTED.

UNDERSTAND OUR PROPOSITION - You have something to sell and are seeking buyers. Why not keep the people of Texas posted on what you are offering? Texas has one man only this year, which means lots of money for her people. They will buy of you if your prices are right and qualities are good, but maybe they are not acquainted with you yet. *THAT'S*

Procure an introduction through the medium of our billboards.

We have space to sell, that is a part of our business, so that we are in shape to keep you posted, if you see first (don't) of Billboards, 27 First-Street Eastward, one floor above, in right-hand corner and off the street south can accomplish it. Temple has 20,000 people, is a healthy, healthy outdoor town, located in the very heart of the famous Blackland Belt of Texas.

YOU DO NOT HAVE TO PAY UNLESS OUR SERVICES ARE WHOLLY SATISFACTORY.

T. J. DARLING & CO., THE CITY BILL POSTERS, TEMPLE, TEXAS.

We will contract to post all of Texas or any part of it for you. Write us for PRICES.

LORAIN, O. P. J. SMITH,
410 Power and Exchange Bldg. N. Y. C.

Southern Press Clipping Bureau, Atlanta, Ga.

Newspaper Press Clippings for Trade Papers, Manufacturers and Advertisers. Also list of names for circulating.

O. P. Smith, Mgr. Chicago Chicago
Publishers and Editors of Trade
Clippings. Also list of names for circulating.

CHILCOTTE, ILL.
GERRAT BILL POSTING CO.
BOSTON, MASS.
BOSTON, MASS.
BOSTON, MASS.

LACONIA, N. H. Pop. 15,000.
Foster Bros. Mfg. Co. Printing Press and
Paper Works. Also list of names for circulating.

SEND FOR A COPY OF

Business

The Office Paper

Send for a copy of this valuable paper. It is the only paper of its kind in the world. It is published weekly and contains the most complete and up-to-date information on all the latest news and events of the day. It is a must for every business man.

MILFORD, MASS.

Population, 10,000. M. & S. Company, City Bill Posters. Also list of names for circulating.



YOUR PORTRAIT.

We will send The Advertising World (price 25c.) and engrave your portrait, style likeness, and furnish plate ready for any printer to print from, all for 50c. Send photo, which will be returned. Billboards, some day letters, if you prefer. Everyone wants a portrait for use on stationery and other printed matter. We make this offer first to introduce our paper to new readers. The Advertising World is an eight page, four-column, monthly, illustrated, original, devoted to up-to-date methods of advertising. When you read it you will understand why it has such a large circulation. Address

THE ADVERTISING WORLD, Columbus, Ohio.

SOW YOUR SEED

IN ...
RICH SOIL

That is, in Middletown. Sure crop of results if we are the sowers of your advertising seeds—circulars, etc

GOOD SEED
AND GOOD SOWERS
BRING GOOD CROPS.

MIDDLETOWN ADV. CO.
THE "SURE CROP" DISTRIBUTORS,
MIDDLETOWN, N. Y.

Send for a copy of this valuable paper. It is the only paper of its kind in the world. It is published weekly and contains the most complete and up-to-date information on all the latest news and events of the day. It is a must for every business man.

The W. D. Husted Advertising Co.

Signs and Bill Posters,
Billboards, Radio, Sign Painting.

—AND—
Out door Advertising of every description.

Office: 47 Main Street,
MANSFIELD, THOMAS CO., PA.

WE OPEN UP CONTROL ALL BOARDS AND POSTING PRIVILEGES IN

MANFIELD.

The leading town in the "Northwestern Tier," over 6,000 square feet of boards.

Also have boards and posting privileges in every town in the county.



LARAMIE, WYO.

M. E. Reed, 271 1/2 Grand Street and 714 1/2 10th Street and Exchange Bldg., Laramie, Wyo.

"Mr. Manager!"

"Our Moment Please."

We print general advertising signs, notices, bill boards, show displays, illustrated scenery and exhibition labels, papers.

Our artists are expert and up-to-date. We do bill posting, distributing and bookkeeping.

We own season list of signs, beauty, energy, experience and World's Fair diplomas.

Our boards, stock, labor and prices are O. K.

We have no alters, back signs, "charlie boxes," boys or "buses."

We meet your address, appointments, work and inquiries, same job, always returned, "it's your move."

C. F. Smith & Co.,
Brantford, Canada.

Population of City 3,000. County 26,000.
Country 3,000,000.

BANGOR Minn. and Neighboring Cities. Pop. 40,000.

Billboards, Radio, Sign Painting, and other advertising work. Also list of names for circulating.

STAVANGER, MINN.
City Office, Bill Posters and Stationery, etc.

WANTED, AGENTS, to sell our elegant

ADVERTISING CALENDARS

Big Profits. Fine Line. Write Immediately.

The Henderson Lithographing Co.

Novelty Department.

CINCINNATI, OHIO.

BUBB

POSTS SALLS AND DISTRIBUTES
CIRCULARS
WILLIAMSPORT, PENN'A

CHARLISLE, IND.
Salemville, N. J. (Formerly Postoffice, N. J.)

JOHN L. MARSH
VANCOUVER, WASH.

Licensed Visiting and Commercial Bill Poster,
Coal Tackling and Distributing a Specialty.
All Work Guaranteed. Philadelphia, Pa. 1890.

Charlotte, W. Va. Pop 18,000
A. C. Curran, Designer, Manufacturing
Generalist. All Billposting done.

THE CLIPPING BUREAU KEEPS YOU POSTED.

We read practically all the daily and weekly newspapers of the country, receiving them direct from the publishers and cutting out those items of designated interest to our clients of every class.

All the latest literature on any subject selected at your order.

Material for circulars and class papers, addresses for the catalogues, booklets and printed matter of business houses, personal mentions, articles for speeches, lectures, sermons, books, obituaries, notices, advertisements, etc., etc.

Sending you clippings from our New York and Chicago offices direct, if so desired, as well as from our main office in Boston, we can get clippings to you more fresh than those furnished by others.

Write for further data and prices, which are the lowest work considered, of any bureau in existence.

THE NEW ENGLAND
NEWSPAPER BUREAU,
146 Franklin St., Boston

Richmond, Va., M. Kingsley,
Circulars and notices. All kinds of Address
Labels. Richmond, Va.

New Mexico and Arizona.

FRANK S. GARDNER, of Boston, N. Y. is
agent for the Bill Posting, New York
Agency, Advertising, and Stationery
work, for New Mexico and Arizona.
Good Work Guaranteed. Write for rates of work.

Oakland, Cal.
Johnson & Co., Bill Posters and Stationery
Agents.

THE LEADING SHOW PREFERRED
LITHOGRAPHIC OR BLACK
IN THE UNITED STATES EVER

THE AULT & WIBORG CO'S POSTER INKS

ARE YOU ONE OF THEM? "AULT & WIBORG" CHICAGO
CHICAGO, N. Y.

Bill Posters' Push Cart.

Write for circulars and full details for prices. This style of bill posters goes best among the bill posters of England, where it is regarded as a great convenience, and is now almost in the extent of use of all other styles. It is composed of wire upon the frame and has a water tank. The tanks are lined with zinc, and the one which contains the water is provided with a tap.



They are beautifully painted, substantially made, will last 10 years and 1 cent worth in the photograph only 10 cents extra. The tanks change for painting from time to time.

\$24.50 EACH.

Bill Posters' Pony Cart.



Light strong and durable. This vehicle is bound in fact to be the best because it is so simple, has extra tank, water tank, etc., and is besides longer for the remarkably low price of

\$44.50

Bill Posters' Wagons.



We make them in almost infinite variety. We have them with drawers and with seats, with and without tops, in fact in every style imaginable. Thus it can be made to suit you, at the following prices, viz:

A—\$90.00. B—\$100.00. C—\$130.00.

Address
JOHN H. MICHAEL,
Manufacturer Bill Posters' Vehicles,
225, 227, 229 East 8th St., CHICAGO, ILL.

WANTED!

A Few Hundred
Sheets of Paper
To Post In.....
MARBLEHEAD, MASS.

Non Bill Posting Co.
MARBLEHEAD, MASS.

PAULDING, OHIO.
J. W. French, Stationer. Work guaranteed.

ACCOUNTANTS.

A monthly magazine devoted to Accounting as the vital element of business. It contains the leading papers and details of all the Accountants' Associations, together with original inquiries and investigations. The most eminent accountants are contributors.

SCIENCE OF ACCOUNTS
ART OF BOOK-KEEPING.

ACCOUNTANTS answer questions in higher accounting and book-keeping practice contains independent Reviews and Criticisms of books on accounting and Economic topics; fully illustrated; carefully edited; edited by A. O. RYI TRUDGE. Subscription One Dollar a year. Accountants' Association, WOOD EXCHANGE, NEW YORK.

Meriden, Conn., Pop. 18,000
J. D. Smith, City Bill Poster and Stationer.

Bill Posting, Signs Tackling and Circular Distributing done Satisfactorily or Money Refunded. Write for Terms.

A. J. BLACK, Summitville, Ind.

R. W. STORRS,
De Fuziak Springs, Wis.

This office will Post Bills, visible of any amount in any season guaranteed.

San Francisco, N. H. A. M. Deitelbach,
Bill Posting, Tackling and Distributing 87
North St. San Francisco, Cal.

Butte, Mont., W. E. Kendrick,
Bill Posting and Sign Address at 210, 2nd
St.

Winona, Minn., Pop. 25,000.

Write Circulars, etc., in R. Street at
Lancaster, Mass. Advertisement, Pop. 10,000.
This is a circular 10.

LIMA, OHIO, Pop. 20,000.
W. E. DEVELL, City Bill Poster and Stationer,
100 North 1st St.

MILFORD, MASS., Pop. 8,000.
J. W. French, Stationer. Work guaranteed.

Fort Wayne City Bill Posting Co.

Handled and 4 by Bill Posters, Stationery and Advertising, done properly and properly guaranteed.
J. W. French, Stationer. Work guaranteed.

NEW CLOTHING POSTERS.

We have just issued a New Stand for the Clothing Trade, and it's a beauty. It can be used as five separate three-sheets, a nine-sheet, a twelve-sheet, a fifteen-sheet, and by using Border, you can make it a twenty-four sheet. This is only one of many of our new ones. We have just issued our Catalogue of Commercial Posters. It contains the largest and finest line of Commercial Posters ever issued. You can find Posters for Everything. Send for it at once. It's money in your pocket.

The Donaldson Litho. Co. CINCINNATI.

Patented Magnetic Hammers.

Just the thing for Card Tackers.



The necessity for a true magnet has long been recognized by all who have used the magnetic hammer. The new design on the side, which holds the hammer in position, enables you to get your nails on tight, every time, without any unnecessary labor.

Donaldson Litho. Co.
Cincinnati, O.
Write for a catalogue free. You will find the Magnetic Hammer in your catalogue. I have used the same card fast in my office. Some articles for sending on (also) that I have used and they are.

PERMANENT & Co.
Cincinnati, Ohio.

W. F. WILLARD, AGT.

SAVES CLIMBING.

SAVES MORE.

Handles you to give your office. Best of all, patented.

PRICE:

10-in. handle, 7 cent.

12-in. handle, 8 cent.

14-in. handle, 9 cent.

DONALDSON LITHO CO. Sole Agt.,
CINCINNATI.

SAVE BEST ACCOUNTS ORDER. BUREAU C. & D.

Bill Posters' Paste Brushes.

This brush is manufactured especially for us, and is fully warranted. It is the cheapest GOOD Brush you can find anywhere.

PRICES.

3 inch, \$0.25 each.

5 inch, 50c each.

10 inch, 1.00 each.



This is our celebrated
"UNEXCELLED"

The Best Paste Brush made. Popular everywhere as a matter of the great durability.

PRICES.

3 inch, \$0.25 each.

5 inch, 50c each.

10 inch, 1.00 each.

SEND YOUR ORDERS TO

The Donaldson Litho. Co., Cincinnati.

Patented Paste Brush Handles

Made Expressly For

Traveling
Advertising
Agents.

Will fit inside of a bill
book. Great convenience.

HANDY, DURABLE,
STRONG, RIGID.

PRICE:

7 feet, 2 sections, - \$1.25

10 1/2 feet, 3 sections, - \$1.75

Donaldson Litho. Co.
CINCINNATI.

Write with order. Name sent C. & D.

Do you intend to advertise in
 San Francisco,
 Oakland,
 Alameda Co.,
 CALIFORNIA?

SIEBE & GREEN,
 ———— OWN THE ————
 Bill Posting and Painted Sign
 PLANTS.

General Office, 11th and Market Sts., San Francisco.

Branch Office, 3rd and Washington Sts., Oakland.

San Francisco. 64,000 Lined Feet Fencing,
 10 and 20 ft. high.
 800,000 Population.

Oakland. 11,000 Lined Feet Fencing,
 10 and 20 ft. high.
 60,000 Population.

Alameda Co. 9,000 Lined Feet Fencing,
 10 and 20 ft. high.
 150,000 Population.